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**CLAIMS:**

What is claimed is:

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1. A method of formatting an electronic mail message,  
comprising:

storing one or more recipient profiles, wherein the one  
or more recipient profiles identify an electronic mail

10 message format for a corresponding recipient;

identifying a recipient of an electronic mail message;  
and

formatting the electronic mail message based on a  
recipient profile corresponding to the identified recipient.

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2. The method of claim 1, wherein the one or more  
recipient profiles include a recipient group format setting  
corresponding to a plurality of recipients, and wherein the  
recipient group format setting identifies electronic mail

20 format settings that are common to the plurality of  
recipients.

3. The method of claim 1, wherein the one or more  
recipient profiles include a domain name category format

25 setting corresponding to a plurality of recipients, and  
wherein the domain name category format setting identifies  
electronic mail format settings that are common to the  
plurality of recipients.

30 4. The method of claim 1, wherein the electronic mail  
message is directed to a plurality of designated recipients,  
and wherein formatting the electronic mail message includes

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identifying a set of compatible electronic mail format settings from among the electronic mail format settings of the designated recipients.

5 5. The method of claim 4, wherein if a set of compatible electronic mail format settings cannot be identified from among the electronic mail format settings of the designated recipients, a default set of electronic mail format settings is used to format the electronic mail message.

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6. The method of claim 4, wherein the electronic mail format settings include at least one of closing information, stationery, whether to use spell check, a font, a font color, a font size, and a line spacing.

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7. The method of claim 1, wherein the electronic mail message is directed to a plurality of designated recipients, and wherein the electronic mail message is replicated into a different version of the electronic mail message for each of  
20 the plurality of designated recipients based on the one or more recipient profiles such that the content of each version of the electronic mail message is the same but the format is specific to the electronic mail format of a corresponding recipient profile.

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8. The method of claim 7, wherein the electronic mail message is replicated in response to a user entering a command to transmit the electronic mail message.

30 9. The method of claim 7, wherein the electronic mail message is replicated in response to a command entered by a

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user, and wherein the user may review the versions of the electronic mail message prior to transmitting them.

10. The method of claim 1, wherein the electronic mail  
5 message is directed to more than one designated recipient,  
and wherein formatting the electronic mail message includes  
identifying a common set of electronic mail format settings  
for the more than one designated recipient, and wherein  
identifying a common set of electronic mail format settings  
10 includes:

identifying at least one of a group set of electronic  
mail format settings, a domain name category set of  
electronic mail format settings, and an individual set of  
electronic mail format settings for each of the at least one  
15 designated recipient;

comparing each set of electronic mail format settings  
of each of the at least one designated recipient to each set  
of electronic mail format settings of each other recipient  
of the at least one designated recipient to identify  
20 matching sets of electronic mail format settings; and

using the matching sets of electronic mail format  
settings to reformat the electronic mail message.

11. A method of customizing an electronic mail message  
25 based on settings for an intended recipient, comprising:  
receiving an electronic mail message;  
identifying at least one recipient of the electronic  
mail message;  
identifying at least one electronic mail message format  
30 for the at least one recipient; and  
reformatting the electronic mail message based on the  
at least one electronic mail message format.

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17. The method of claim 11, wherein the electronic mail message is directed to a plurality of recipients, and wherein the electronic mail message is replicated into a different version of the electronic mail message for each of  
5 the plurality of recipients based on the electronic mail message format settings for each of the plurality of recipients such that the content of each version of the electronic mail message is the same but the format is specific to the electronic mail message format settings of a  
10 corresponding one of the plurality of recipients.

18. The method of claim 17, wherein the electronic mail message is replicated in response to a user entering a command to transmit the electronic mail message.

15 19. The method of claim 17, wherein the electronic mail message is replicated in response to a command entered by a user, and wherein the user may review the versions of the electronic mail message prior to transmitting them.

20 20. The method of claim 11, wherein reformatting the electronic mail message includes identifying a common set of electronic mail message format settings for the at least one designated recipient, and wherein identifying a common set  
25 of electronic mail message format settings includes:

identifying at least one of a group set of electronic mail message format settings, a domain name category set of electronic mail message format settings, and an individual set of electronic mail message format settings for each of  
30 the at least one recipient;

comparing each set of electronic mail message format settings of each of the at least one recipient to each set

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of electronic mail message format settings of each other recipient of the at least one recipient to identify matching sets of electronic mail message format settings; and

using the matching sets of electronic mail message  
5 format settings to reformat the electronic mail message.

21. A method of customizing an electronic mail message based on settings for an intended recipient, comprising:

storing electronic mail format settings for a plurality  
10 of possible recipients, the electronic mail format settings designating an electronic mail format for a recipient that is different from an electronic mail format of another recipient;

generating an electronic mail message for at least one  
15 designated recipient of the plurality of possible recipients; and

customizing the electronic mail message according to the electronic mail format settings for the recipient.

20 22. An apparatus for customizing an electronic mail message based on settings for an intended recipient, comprising:

an interface that receives an electronic mail message;  
and

an electronic mail message formatting device coupled to  
25 the interface that identifies at least one recipient of the electronic mail message, identifies at least one electronic mail message format for the at least one recipient, and reformats the electronic mail message based on the at least one electronic mail message format.

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23. The apparatus of claim 22, wherein the at least one recipient is categorized into a recipient group, and wherein

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the recipient group has electronic mail format settings that are common to all of the recipients in the recipient group.

10 25. The apparatus of claim 22, wherein the electronic mail  
message is directed to a plurality of recipients, and  
wherein the electronic mail message formatting device  
reformats the electronic mail message by identifying a set  
of compatible electronic mail message format settings from  
15 among the electronic mail message format settings of the  
plurality of recipients.

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28. The apparatus of claim 22, wherein the electronic mail message is directed to a plurality of recipients, and

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wherein the electronic mail message formatting device replicates the electronic mail message into a different version of the electronic mail message for each of the plurality of recipients based on the electronic mail message  
5 format settings for each of the plurality of recipients such that the content of each version of the electronic mail message is the same but the format is specific to the electronic mail message format settings of a corresponding one of the plurality of recipients.

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29. The apparatus of claim 28, wherein the electronic mail message is replicated in response to a user entering a command to transmit the electronic mail message.

15 30. The apparatus of claim 28, wherein the electronic mail message is replicated in response to a command entered by a user, and wherein the user may review the versions of the electronic mail message prior to transmitting them.

20 31. The apparatus of claim 22, wherein the electronic mail message formatting device reformats the electronic mail message by identifying a common set of electronic mail message format settings for the at least one recipient, and wherein the electronic mail message formatting device  
25 identifies a common set of electronic mail message format settings by:

identifying at least one of a group set of electronic mail message format settings, a domain name category set of electronic mail message format settings, and an individual  
30 set of electronic mail message format settings for each of the at least one recipient;

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comparing each set of electronic mail message format settings of each of the at least one recipient to each set of electronic mail message format settings of each other recipient of the at least one recipient to identify matching  
5 sets of electronic mail message format settings; and  
using the matching sets of electronic mail message format settings to reformat the electronic mail message.

32. A computer program product in a computer readable  
10 medium for customizing an electronic mail message based on settings for an intended recipient, comprising:

first instructions for receiving an electronic mail message;

second instructions for identifying at least one  
15 recipient of the electronic mail message;

third instructions for identifying at least one electronic mail message format for the at least one recipient; and

fourth instructions for reformatting the electronic  
20 mail message based on the at least one electronic mail message format.

33. The computer program product of claim 32, wherein the at least one recipient is categorized into a recipient  
25 group, and wherein the recipient group has electronic mail format settings that are common to all of the recipients in the recipient group.

34. The computer program product of claim 32, wherein the  
30 at least one recipient is categorized into a domain name

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category, and wherein the domain name category has electronic mail format settings that are common to all of the recipients in the domain name category.

5 35. The computer program product of claim 32, wherein the electronic mail message is directed to a plurality of recipients, and wherein the fourth instructions for reformatting the electronic mail message include instructions for identifying a set of compatible electronic  
10 mail message format settings from among the electronic mail message format settings of the plurality of recipients.

36. The computer program product of claim 35, wherein the fourth instructions further include instructions for using a  
15 default set of electronic mail message format settings to reformat the electronic mail message if a set of compatible electronic mail message format settings cannot be identified from among the electronic mail message format settings of the designated recipients.

20 37. The computer program product of claim 32, wherein the electronic mail message format settings include at least one of closing information, stationery, whether to use spell check, a font, a font color, a font size, and a line  
25 spacing.

38. The computer program product of claim 32, wherein the electronic mail message is directed to a plurality of recipients, and wherein the fourth instructions for  
30 reformatting the electronic mail message includes instructions for replicating the electronic mail message into a different version of the electronic mail message for

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each of the plurality of recipients based on the electronic mail message format settings for each of the plurality of recipients such that the content of each version of the electronic mail message is the same but the format is specific to the electronic mail message format settings of a corresponding one of the plurality of recipients.

39. The computer program product of claim 38, wherein the electronic mail message is replicated in response to a user  
10 entering a command to transmit the electronic mail message.

40. The computer program product of claim 38, wherein the electronic mail message is replicated in response to a command entered by a user, and wherein the user may review  
15 the versions of the electronic mail message prior to transmitting them.

41. The computer program product of claim 32, wherein the fourth instructions for reformatting the electronic mail message include instructions for identifying a common set of electronic mail message format settings for the at least one designated recipient, and wherein the instructions for identifying a common set of electronic mail message format settings include:

25 instructions for identifying at least one of a group  
set of electronic mail message format settings, a domain  
name category set of electronic mail message format  
settings, and an individual set of electronic mail message  
format settings for each of the at least one recipient;

30       instructions for comparing each set of electronic mail  
message format settings of each of the at least one  
recipient to each set of electronic mail message format

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settings of each other recipient of the at least one  
recipient to identify matching sets of electronic mail  
message format settings; and

instructions for using the matching sets of electronic  
5 mail message format settings to reformat the electronic mail  
message.

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